

Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 CIAE-00 DODE-00 PM-03 H-02 INR-07 L-02

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FM AMEMBASSY LONDON

TO USIA WASHDC

INFO SECSTATE WASHDC 9214

AMCONSUL MUNICH

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USIAC

USIA FOR IOR/A (GORDER), IWE; STATE FOR EUR/NE;
MUNICH FOR RRO ADLER

E.O. 11652: N/A

SUBJECT: ORC POLL ON COMMON MARKET

1. DURING RUN-UP TO THE BRITISH REFERENDUM ON WHETHER TO
STAY IN THE COMMON MARKET, SCHEDULED FOR JUNE,
EVENING STANDARD HAS COMMISSIONED A SERIES OF SPECIAL
SURVEYS FROM ORC. FOLLOWING ARE FINDINGS OF THE FIRST
SURVEY, CONDUCTED FEBRUARY 25 - MARCH 2 AMONG A
REPRESENTATIVE QUOTA SAMPLE OF 1161 ELECTORS IN GREAT
BRITAIN AND NORTHERN IRELAND, AND PUBLISHED MARCH 7 ON
THE EVE OF THE EEC SUMMIT IN DUBLIN:

2. IF THE REFERENDUM WERE HELD TODAY, WOULD YOU VOTE IN
FAVOUR OF BRITAIN STAYING IN OR LEAVING THE COMMON
MARKET? VOTE FOR STAYING IN, 48 PERCENT; VOTE FOR
LEAVING, 34; DON'T KNOW/DEPENDS ON TERMS, 18. MEN ARE
MORE ENTHUSIASTIC ABOUT MEMBERSHIP THAN WOMEN;
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CONSERVATIVES THAN LABOUR OR LIBERAL SUPPORTERS; AND

OLDER PEOPLE THAN YOUNG ONES.

3. HOW STRONGLY DO YOU FEEL THAT BRITAIN SHOULD STAY IN/
LEAVE THE COMMON MARKET? STAY IN - VERY STRONGLY, 53
PERCENT; FAIRLY STRONGLY, 35; NOT VERY STRONGLY, 11;
DON'T KNOW, 1. LEAVE - VERY STRONGLY, 59 PERCENT;
FAIRLY STRONGLY, 31; NOT VERY STRONGLY, 8; DON'T KNOW, 2.

4. HOW LIKELY IS IT THAT YOU WILL VOTE IN THE REFERENDUM
ON BRITAIN'S MEMBERSHIP OF THE COMMON MARKET?
ABSOLUTELY CERTAIN TO VOTE, 64 PERCENT; FAIRLY CERTAIN
TO VOTE, 15; PROBABLY VOTE, 14; PROBABLY NOT VOTE, 4;
CERTAINLY NOT VOTE, 2; DON'T KNOW, 1. PRO-MARKETEERS
ARE marginally MORE CERTAIN TO VOTE THAN ANTI-
MARKETEERS.

5. HOW MUCH DO YOU THINK IT MATTERS WHETHER OR NOT
BRITAIN STAYS IN THE COMMON MARKET? MATTERS A GREAT
DEAL, 57 PERCENT; MATTERS TO SOME EXTENT, 23; DOESN'T
MATTER VERY MUCH, 6; DOESN'T MATTER AT ALL, 5; DON'T
KNOW, 9. SEVENTY-FOUR PERCENT OF PRE-MARKETEERS
BELIEVE THAT IT MATTERS A GREAT DEAL, COMPARED WITH 52
PERCENT OF ANTI-MARKETEERS.

6. COPIES OF EVENING STANDARD ARTICLE, WITH DETAILED
RESULTS AND BREAKS, AIRPOUCHED MARCH 11.
PISTOR

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